

Memorandum

**TO: HONORABLE MAYOR AND
CITY COUNCIL**

FROM: Laurel Prevetti

**SUBJECT: WINCHESTER BOULEVARD
TARGETED BUSINESS AREA**

DATE: April 15, 2010

Approved

Date

4-16-10

COUNCIL DISTRICTS: 1 and 6

SNI AREA: Winchester

RECOMMENDATION

Adopt a resolution repealing Resolution No. 75235 which designated a portion of Winchester Boulevard within the corporate boundaries of San Jose, generally from Forest to Hamilton Avenues, as a Targeted Business Area.

OUTCOME

Approval of the resolution would remove the Targeted Business Area designation from Winchester Boulevard (see Exhibit A). This designation is expected to no longer be needed if the Council approves the Neighborhood Business District overlay General Plan amendment (scheduled to be heard on April 27, 2010 prior to this item).

BACKGROUND

On December 1, 2009, the City Council adopted a text amendment to the San Jose 2020 General Plan to facilitate economic development on the City's major commercial streets, including but not limited to, Transit-Oriented Development Corridors, Arterials, and Major Collectors (GP09-T-03).

The text amendment enabled an overall process for identifying Targeted Business Areas in San Jose without requiring a General Plan Land Use/Transportation Diagram amendment to designate each area as a Neighborhood Business District (NBD). The Text amendment was the first step to enable future Targeted Business Area identifications by Council resolution rather than the limited, twice yearly the General Plan hearings. This

approach was consistent with the City's economic development strategy to facilitate new businesses to locate and expand in San Jose.

In the motion to adopt the Text amendment, the City Council directed that the Administration:

- (1) Return with a resolution to designate Winchester Boulevard as a Targeted Business Area for consideration by the City Council on December 15, 2009;
- (2) Continue working on the Neighborhood Business District overlay General Plan amendment for Winchester Boulevard for Council consideration at the Spring 2010 General Plan hearing; and
- (3) Concurrently, bring forward an action to rescind the Targeted Business Area designation at the time of Council approval of the Winchester NBD designation.

On December 15, 2009, Council adopted Resolution 75239 designating Winchester Boulevard as a Targeted Business Area.

ANALYSIS

Consistent with City Council direction on December 1, 2009, a General Plan amendment has been processed to add the Neighborhood Business District overlay General Plan amendment for Winchester Boulevard (File No. GP10-01-01). This amendment is scheduled to be considered by the Council on April 27, 2010 as part of the Spring General Plan hearing.

Assuming that the Council approves that amendment, the Administration is recommending the adoption of a resolution repealing the previous resolution that designated Winchester Boulevard as a Targeted Business Area. This would eliminate duplicate business designations.

NEXT STEPS

In addition, the Administration is pursuing Municipal Code changes to create additional regulatory flexibility (primarily in terms of parking requirements) for future Targeted Business Areas in San Jose. As this work is progressing, the Administration is considering renaming Targeted Business Areas to Business Destination Areas. Proposed Municipal Code modifications would be considered by the Council later this spring.

ALTERNATIVES

Not applicable given Council direction on December 1, 2009.

FISCAL/POLICY ALIGNMENT

The Targeted Business Area designation was intended to foster economic development along Winchester Boulevard. If the Council approved a proposed General Plan amendment to add the Neighborhood Business District (NBD) overlay to Winchester, there is not longer a need for the Targeted Business Area designation. Economic development is supported with the NBD overlay, consistent with the goals and policies of the San Jose 2020 General Plan.

PUBLIC OUTREACH/INTEREST

- ☐ **Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- ☒ **Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- ☐ **Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

The Redevelopment Agency has been working with the businesses and property owners along Winchester Boulevard in the preparation of a Winchester Neighborhood Enhancement Strategy. Through this process, the participants have expressed an interest in a Neighborhood Business District overlay designation, recognizing the modified development and signage standards that are now enjoyed by other NBDs in San Jose. As part of the proposed Neighborhood Business District overlay General Plan amendment, a community meeting was held on March 25, 2010. In addition this report and the draft resolution are posted on the City's website, and staff are available to take comments from the public.

COST SUMMARY/IMPLICATIONS

Not applicable.

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COORDINATION

The preparation of this memorandum and the draft resolution was coordinated with the City Attorney's Office.

CEQA

Exempt.

/s/

LAUREL PREVETTI, ASSISTANT DIRECTOR
Planning, Building and Code Enforcement

For questions please contact Laurel Prevetti at 408-535-7901.

Attachment:
Exhibit A

Winchester Boulevard Targeted Business Area

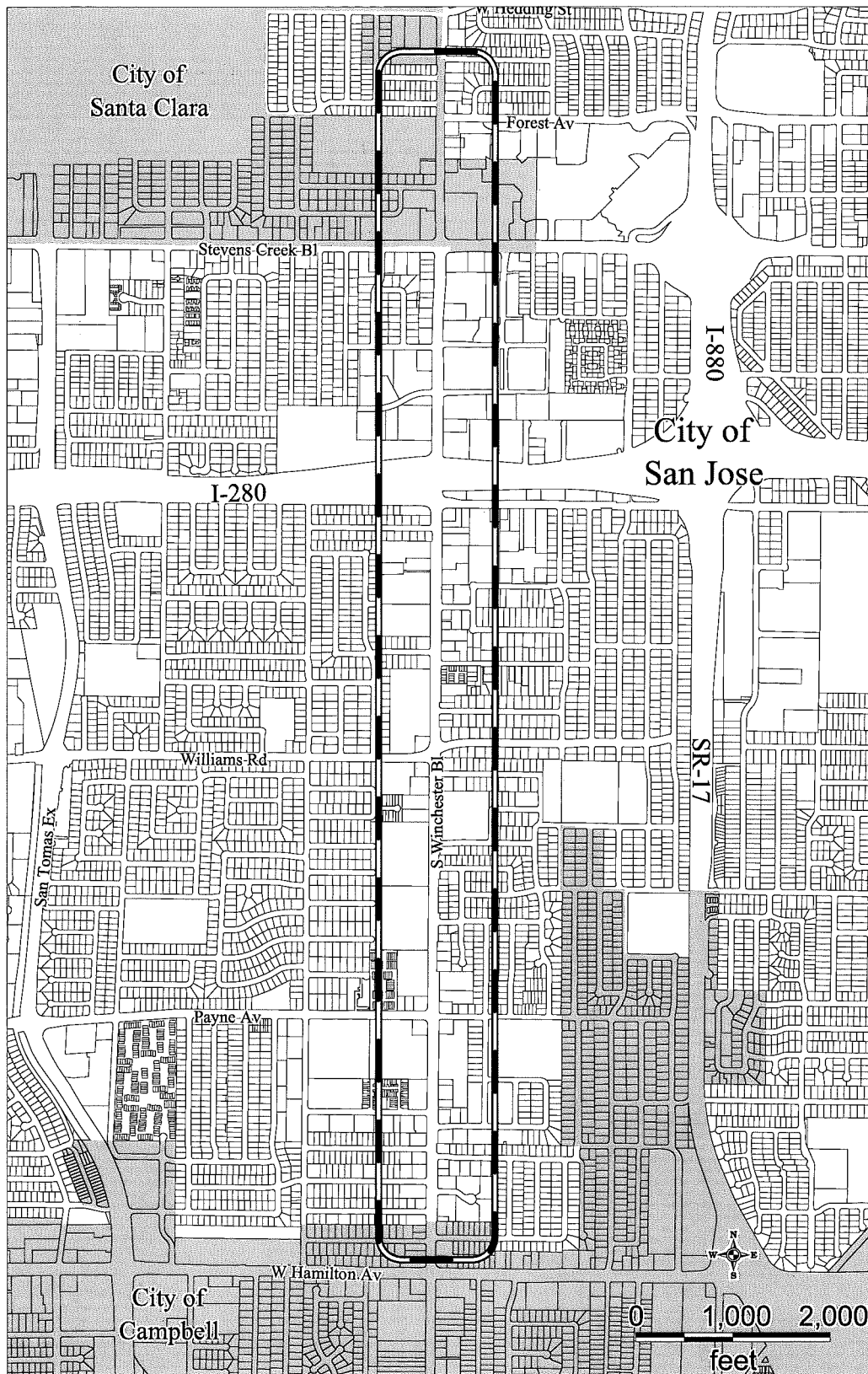


Exhibit A

Targeted Business Area